

Pierce County
Quit Line Data Summary
April 1 - June 30, 2003

	County	State
Number of Calls to Quit Line	N = 456	N = 3,671
Percent of Statewide Calls	15.5%	100.0%
Percent of State Population in County¹	11.9%	100.0%
	County %	State %
Gender	N = 445	N = 3,165
Female	62.7%	60.2%
Male	37.3%	39.8%
Race/Ethnicity	N = 395	N = 2,585
People of Color	16.5%	12.9%
White	83.5%	87.1%
Age	N = 435	N = 2,854
Less than 18 years old	1.1%	2.1%
18 - 24 years old	14.7%	14.8%
25 - 34 years old	24.6%	23.1%
35 - 44 years old	24.8%	25.3%
45 years and older	34.7%	34.8%
Education	N = 431	N = 2,724
Did not graduate high school	18.6%	16.0%
High school graduate	32.7%	34.7%
Some college/vocational school	39.9%	36.8%
College graduate	8.8%	12.5%
Caller Type	N = 456	N = 3,278
General Information	3.1%	12.3%
Health care provider	3.5%	3.5%
Tobacco user	93.4%	84.1%
Payer Type	N = 341	N = 2,092
Insured	37.5%	34.9%
Uninsured	28.7%	28.9%
Medicaid	33.7%	36.1%
Heard About	N = 410	N = 2,748
Past caller	11.2%	11.3%
Employer/worksites	0.7%	0.6%
Health care provider	27.6%	24.8%
Television	13.7%	16.6%
Outdoor advertisement (billboard/bus/wall)	4.4%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	4.9%	6.8%
Newspaper/Magazine	1.5%	0.9%
Brochure/Newsletter	8.5%	5.7%
Family or friend	22.0%	22.9%
Health Department	4.9%	4.1%
School	0.7%	0.6%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.